

BRIANA DRAGUCA

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An innovative and fast-thinking digital media writer and social media marketer, who is able to engage a brand's existing audience and attract a new set of eyes with a unique approach to telling brand stories.

EDUCATION

Barnard College of Columbia University, August 2014 – May 2017

Bachelor of Arts, Psychology, GPA: 3.86, Magna Cum Laude, completed a 4-year Ivy League curriculum in 3 years

RELEVANT EXPERIENCE

OUTFRONT Media, New York, NY

Social Media Coordinator, February 2018 – Present

- Manage all social copy, content creation, scheduling, and publishing for OUTFRONT Media's social channels
- Established our employee-advocacy platform on a national scale by delegating operational tasks, training a team of 8 administrators, and creating national marketing content for distribution
- Track and monitor client's campaigns on social media by utilizing social listening metrics
- Create case studies and social media recaps used in internal and external company presentations
- Orchestrate off-site client meetings alongside Account Executives to pitch social media amplification

PEOPLE Magazine, New York, NY

Digital Assistant, Style and Beauty, April 2017 – February 2018

- Pitched and wrote style and beauty news content and feature stories for *People.com*
- Oversaw and executed all fact-checking and copy editing for weekly Style and Beauty print stories
- Wrote social copy and monitored publishing schedules for *People Style* social platforms
- Worked closely with Social Media Editor to analyze social performance and establish best strategies for optimization
- Tracked and reported the latest digital news and online trends to suggest relevant weekly content production
- Collaborated with Associate Beauty Editor to increase video content by creating and producing video ideas
- Developed and maintained relationships with brand representative and celebrities

InStyle Magazine, New York, NY

News Writer, September 2016 – April 2017

- Pitched, reported, and wrote entertainment and celebrity news stories for *InStyle.com*

Features Intern, June 2016 – September 2016

Editorial Intern, June 2015- September 2015

- Pitched and wrote entertainment, style, beauty and fitness stories for *InStyle.com*; Produced two celebrity feature stories that were ranked "#1 Most Viewed" and "#1 Most Shared" in the Summer 2015 performance report
 - Created 2-3 research presentations for senior editors weekly used for in-print story production
 - Worked alongside Chief of Reporters to fact-check and research print stories under tight deadlines
 - Assisted the Editorial Director with daily administrative tasks including Outlook calendar management, meeting preparation, travel, event planning, financial management, and other confidential matters
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RELATED LEADERSHIP EXPERIENCE

Gamma Phi Beta, Iota Chapter, Columbia University, NY

Social Media Chairwoman, February 2016 – September 2016

- Managed all social media copy and publishing for Gamma Phi Beta's social channels
 - Developed innovative social media campaigns to curate a cohesive multi-platform presence for the chapter
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SKILLS & INTERESTS

- Advanced use of all social media platforms and social listening tools (Google Analytics & NUVI)
- Trained in SEO best practices, content management systems (Drupal, WordPress, Adobe InDesign, Adobe InCopy, Adobe Muse), Microsoft Office software (Microsoft Word, PowerPoint, Excel) and E-commerce affiliate link marketing
- Strong ability to cope and manage constant shifts in the work place and adapt accordingly
- Efficient communication skills and ability to work well in a collaborative group setting
- Extremely fast learner with a "yes" attitude who is able to multi-task in a fast-paced environment